



PMS

Portfolio Management Services

**“Reach your financial Goals faster,
with the Right Mix of Investments.”**

About Choice

Choice is a member of NSE, BSE, MCX-SX, MCX, NCDEX and a depository participant with CDSL and is registered with AMFI as a distributor of Mutual Funds. It is also the largest SME market maker in the country. Since beginning Choice has been working towards being a trusted advisor and wealth creator for its clients and not just a pure broking company. From asset allocation support, trading of securities to specialized investment vehicles, Choice offers a range of financial products and services designed to cater to a range of investments needs of its clients.

Choice extensively focuses on research and technology as core areas to shape its growth and improving client satisfaction. It has built a robust infrastructure to meet growing requirements of its clients and to offer time bound delivery of quality services.

We are 1500 entrepreneurs; all inspired by a vision of a world where we create a one stop financial hub & we're a door you should knock when you think of finance! With a robust presence across Equity & commodity broking, Mutual Fund Distribution, Retail Loans, Insurance Broking, Management Consulting, Investment Banking, Infrastructure Consulting & IT Solutions – Choice Group is committed to serve end to end financial services of Corporates & Retail Clients.

Portfolio Management Services

At Choice, our Portfolio Management Services are highly customized to cater to your needs, and enable you to achieve your financial goals.

Our prime focus is to create wealth for the clients & our expertise in the areas of extensive research, highly qualified investment team and a rich experience of over 2 decades in the financial services space, enables us to achieve this goal for you.

We manage existing portfolios as well as build new distinct portfolios for you based on your investment objectives and risk appetite, for which we offer a wide range of strategies including some focused thematic strategies, which aim at maximizing the investors wealth while making investments in diversified sectors which have a potential to grow at a faster pace, with a sustainable management & corporate governance standards.

01

Experienced &
Professional
Fund Management

02

High level of
Transparency

03

Finely Crafted
Investment
Philosophy

04

Exhaustive In -
house Research
Desk

05

Timely review of
Fund performance

06

Devoted Relationship
Manager for a Client

07

Quality selection of
stocks, with balanced
diversification

CHOICE PMS OFFERS YOU -

OUR FUND MANAGER



MR. SUNDAR SANMUKHANI

With the fund managers with decades of experience in the capital markets, they possess a name of repute & the results our investors can truly bank upon!

Mr. Sundar Sanmukhani is a fellow member of the Institute of Chartered Accountants of India (ICAI). With more than 32 years of experience in the field of Financial Industry and Consultancy, he has an expertise in several areas like Investment Banking, Taxation, Financial Consultancy regarding Merger and Acquisitions. Apart from the above mentioned accomplishments he also has articulatory in the field of Wealth Creation and Business Valuation.

Currently he is heading the Equity Fundamental Research team at Choice Equity Broking Private Limited for the last 4 years with a team of over 12-15 research analysts responsible for research in various sectors such as BFSI, Power & Steel, IT, Pharmaceutical, logistics, Infrastructure etc. The team has provided excellent reports on many multibagger stocks and undertaken extensive research in many industries under his supervision and guidance.

Fundamental team at choice has issued 2-3 times “dynamic portfolio” (10 selected stock for investment at a particular time for different time frames) for its clients, which has outperformed and given 30-40 % returns in a suggested period.

Previously, he served as an Independent Financial Consultant for a period of over 22 years, finally moving on to become a partner in S K Patodia & Associates in the year 2008, a renowned Chartered Accountants Firm, based in Mumbai, having pan India presence.

ONE STOP FINANCIAL HUB

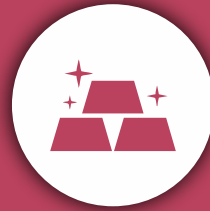
FOR ALL YOUR INVESTMENT NEEDS



**EQUITY
TRADING**



**CURRENCY
DERIVATIVE
TRADING**



**COMMODITY
DERIVATIVE
TRADING**



**PUBLIC
OFFER**



**FINANCIAL
PLANNING**



**STRUCTURED
PRODUCTS**



**PORTFOLIO
MANAGEMENT
SERVICES**



**MUTUAL
FUNDS**



**INSURANCE
PRODUCTS**



**BONDS &
DEBENTURES**

NEW INDIA STRATEGY

Fund Managed by: Mr. Sundar Sanmukhani

IRADE Naye Bharat Ke!

India has become a favourable investment destination in the world on the back of following factors:

- ▶ Progress on policy front improving business environment
- ▶ Stable macro-economic fundamentals.
- ▶ Huge market size & demographic dividend
- ▶ Low political uncertainties and less sensitivity towards the global market.

1. A distinct stamp is being placed on India as structural change has occurred across various dimensions. Implementation of favourable initiatives such as GST, IBC, RERA, DBT and demonetization has made structural changes in economy which would not only yield result in the form of high quality economic growth but generate adequate employment in the long term.

2. Economic reforms have given impetus to India's new mantra for success 'IRADE'

(Infrastructure, Rural Consumption/ Renewable Energy, Affordable Housing, Digitalization and Emerging Businesses); will flourish more industrial avenues making "New India" unrivalled.



INFRASTRUCTURE

The government has set an ambitious target of awarding 50,000 KMs of highway projects in the next two years, surpassing the cumulative road length awarded in the last 5 years.

- The overall pace of construction has increased with an average construction of 25.21 KM per day compared to 22.55 KM per day in FY17.
- Under the smart city programmed, to modernize 100 cities with a planned investment of around Rs. 480bn.
- Contribution of smart city to GDP expected to rise to 10-12% by 2022.



RURAL CONSUMPTION & RENEWABLE ENERGY

- To construct 10mn homes in rural India with investment of Rs. 81,975cr.
- FMCG in rural India to increase at a CAGR of 17.41% by 2025
- Increased focus on financial institution to remit credit facility.
- Rapid internet penetration in Tier2-3 cities.



AFFORDABLE HOUSING

- To build 20mn homes by 2022 and 10mn homes by 2019.
- Affordable housing finance is expected to touch Rs. 6tn by 2022.



DIGITAL INDIA

- Indian internet industry expected to double by 2020
- Indian e-commerce market expected to reach US\$ 200 billion by 2026
- Digital payments industry to grow 10x to \$500bn by 2020.



EMERGING BUSINESS

- India is witnessing changes that have never been seen before in the history such as the public listing of the Insurance Companies.
- India's insurance market is expected to quadruple in size over the next 10 years from its current size of \$60 billion.
- The asset management industry is expected to growth nearly 5x by 2025.



Time Horizon:
Long term



Risk Appetite:
Moderate

IDEAL VALUATION STRATEGY

Fund Managed by: Mr. Sundar Sanmukhani

PRESENTING THE 'IDEAL VALUATION STRATEGY'

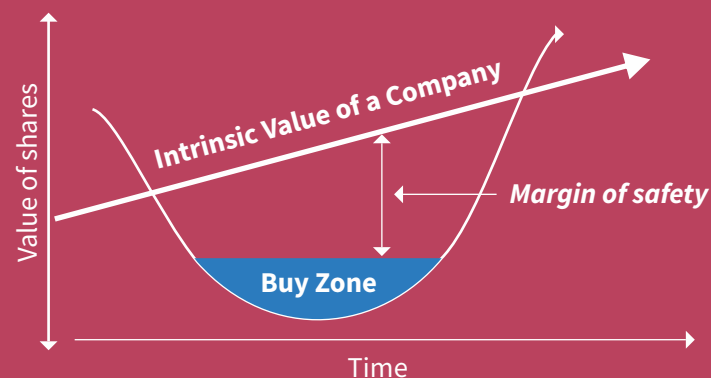
The Ideal Valuation Strategy aims to create wealth by the long term compounding effect on investments done in:-

- ▶ Good Business
- ▶ Good Management
- ▶ Good Valuations

We seek to capitalize the opportunities that come up in the emotionally driven markets, which lead some very fundamentally strong companies to trade at a considerable discount than its intrinsic value.

Our strategy is to buy the undervalued stocks, or simply the stocks at a price much lower than its fair price, irrespective of the market movements.

The big market whales and the mammoths of value investing, including Warren Buffet, have argued that the essence of value investing is buying stocks below its intrinsic value.



But If It Is That Simple, Why most people fail while investing in value stocks?

“It’s simple; but not easy”

Most of the people feel value investing is just about buying a good business at a fair price. But most of these investors fail, when:-

a. They do not stick to their guns.

Negative price action and unflattering media reports can make value investors second guess their decisions. Therefore, a passive strategy when it comes to picking value stocks may be more beneficial than an active one. If you are going to attempt value investing, you need to have the long time horizon and the discipline required to stick with it. After all, a cheap stock can get even cheaper and stay that way for years.

b. Watch for value traps

Weak fundamentals can make certain stocks cheap for a reason. For example, a stock may deserve a lower price-to-earnings ratio if the company's business is riskier, it has less attractive growth prospects, or it has a lower dividend payout ratio. Company specific accounting issues can also make stocks look artificially cheap. Having a deep understanding of the fundamental factors and accounting issues that affect relative valuations will help you separate a value stock from a value trap.

c. Don't over diversify

The art of proper diversification is a balancing act between investment strategy, risk tolerance, time horizon, transaction costs and the degree of certainty surrounding an investments value. Simple diversification will complement a value-driven, margin-of-safety investing principle and help you smooth out the effects of changes in stock price momentum. Also, if you already have a portfolio concentrated in growth stocks, implicating a value investing strategy as a small part of that portfolio is a great way to diversify and potentially boost long term returns.



So don't stumble on these obstacles while in the process of wealth creation.

Choose to be wise; choose 'CHOICE'

The moderate approach, through our 'IDEAL VALUATION STRATEGY' helps you appreciate your capital, over a given period of time, with an apt combination of a risk averse & also a moderate risk portfolio.

- ▶ Ideal Valuation Strategy (IVS) is based on the emphasis on both value as well as growth investing. Under this strategy, we find the businesses which are fundamentally strong and available at reasonable valuation. We believe that a business can trade at higher multiple but its underlying fundamentals must justify this. Thereby a company is studied both from quantitative as well as qualitative fronts in order to find fundamental strength of the business.
- ▶ Under quantitative analysis, we do rigorous historical financial analysis of the companies through focusing on key ratios relating to growth, margins and returns. We have customized our quantitative approach in the way that any business which shows sustained improvement in key performance parameters comes in selection criteria.
- ▶ In qualitative analysis, we strategically study the company and focus would remain on understanding business model, products and services analysis, inter-firm comparison based on SWOT, corporate government standards and promoters zeal to growth and stability.



Time Horizon:
Long term



Risk Appetite:
Conservative

MAKE USE OF OUR EXPERTISE & EXTENSIVE RESEARCH FOR BECOMING A TRENDSETTER IN INVESTING, as we bring to you some of the best fund managers in the industry with an exceptional investment performance and unparalleled knowledge of the capital markets which comes with their 2 decade long experience in the financial services domain.





1 EXPENSE STRUCTURE

Sr. No	Nature of Fee	Charges
1	Portfolio Management Fees on the Assets Under Management (AUM) – annualised payable quarterly	1.50%
2	Hurdle Rate	15%
3	Performance based fees Profit sharing % above the hurdle rate	15% of Incremental profit
4	Exit Load :-	
i	Exit Load on the amount redeemed within 1 year	2%
ii	Exit Load on the amount redeemed between 1 and 2 years	1%
iii	Exit Load on the amount redeemed beyond 2 years NIL	
5	Custody charges, DP charges, brokerage & transaction costs, registrar fee, certification & professional charges, incidental expenses, etc.	On actual basis as percentage of AUM
6	GST and other statutory levies as per the law	As applicable

DISCLAIMER

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